



INFORMATION UPDATE FOR WHOLESALE CUSTOMERS

http://www.seattle.gov/util/About_SPU/News/Newsletters/index.asp

Seattle Water Supply Indicators

September, 2007

| | |
|--|----|
| Water Storage | |
| Reservoir Inflows | |
| Snowpack | NA |
| Customer Use | |
| Overall | |
| Good Fair Poor | |

For more information, visit www.savingwater.org

less than 0.2 mg/L was 9 in September (out of 834 samples through September 30th). This is less than average for September.

Taste and Odor

The taste and odor panel is still meeting weekly. Samples are rated on a scale from 1 to 9, with 1 representing the best and 9 representing the worst. The taste and odor flavor rating assessment (FRA) for the Cedar supply (Lake Youngs treated) sample in September was 1.3. The Tolt supply result was also 1.3. If you would like to receive a bi-weekly update of the taste and odor panel results, please e-mail Moya Joubert at moya.joubert@seattle.gov.

Lead and Copper Results

For the Tolt purveyors, Bellevue, and Seattle, the lead and copper samples have all been analyzed. Reports will be developed in October and mailed to the districts. Preliminary analysis of the data indicates that all of the sub-regions will again meet the action levels for lead and copper. Bellevue and the Tolt purveyors will sample again in summer 2008



Water Quality Technical Forum Report

Chlorine Residual and Coliform Data

There was one positive coliform sample from the purveyor area during September 2007. (Seattle had one positive sample in September also.) Average chlorine residual concentrations in the purveyor distribution systems ranged from 0.66 to 1.46 mg/L, with an overall average of 1.02 mg/L. The chlorine residual target at the Tolt Treatment Facility remains at 1.6 mg/L, while the Cedar Water Treatment Facility chlorine target is 1.7 mg/L. These targets will likely be lowered in October. The number of samples with chlorine

IDSE Sampling

Sampling for TTHMs and HAAs for the Stage 2 DBP Rule IDSE has begun. This sampling will continue for a one year period. Thank you to all the purveyors who provided the lab with information regarding your sampling plans. This will make the process a little smoother for us all. If you would like a demonstration on how to collect these types of samples, please let us know.
SPU Contact: Wylie Harper, 206 684-7880 or Lynn Kirby, 206 684-0216



Conservation Technical Forum

On the web at <http://www.savingwater.org>

Invitation to Special Session with

Amy Vickers Oct 26

Wholesale customers are invited to a special session with Amy Vickers at SPU on Friday, Oct. 26, from 9:00-10:00 AM, at the Seattle Municipal Tower Room 4070 (700 5th Ave, between Columbia and Cherry Streets in Seattle). Please RSVP by Tuesday, Oct 23. Al Dietemann has known Amy for a number of years. While she is in the Seattle area, she has accepted his invitation to come and meet SPU and SWP staff on Friday, Oct 26th. This is great chance to ask her a few questions, or plant a burning question with Al or a co-worker to ask her. We look forward to seeing you there!

Two public workshops on water conservation are also coming this month, one in Everett on Wed. Oct 24, and one in Lacey on Thursday, Oct 25. Amy Vickers is the keynote speaker at these workshops and she will also be speaking at the "members only" Partnership for water conservation meeting in Tukwila the night of Oct 25th. Amy is best known for her work in water conservation, and her handbook is the best selling book on water conservation worldwide. While the subject of the workshops will be water conservation, Amy has been active in toxic lawn chemical issues recently, and thus her experience goes well beyond just water conservation.

CONTACT: Al Dietemann, (206) 684-5881



RESIDENTIAL INDOOR Showerhead Distribution Now at 28% Participation Rate

Over 92,000 showerheads
have now been distributed

to Seattle and our wholesale single family customers, representing about 28 percent of eligible households. The program still has over

a month to go, and we are already approaching our planning goal. Our TV ads just concluded. Running these ads again helped boost participation levels. A showerhead program for multi-family residents and condominiums is now being planned for 2008, in cooperation with our energy and water utility partners.

CONTACT: Arece Hampton, (206) 733-9137

WashWise Program Makes National Appearance at Energy Star Conference



WashWise Program Manager Billie Fisher attended the annual Energy Star conference during the last week of September

in Minneapolis, MN. The WashWise Program contractor, PEI, was also in attendance, and presented the WashWise Program at various break-out sessions of the conference. Some new products were featured, as well as some excellent plenary sessions, such as, "How to Market to the Hispanic Community." Information learned at this conference will be used to refine the program for next year. For more information, please contact Billie Fisher.

CONTACT: Billie Fisher, (206) 615-1282

The strategy of the campaign is to encourage customers to go into participating retailers (Aurora Plumbing, Home Depot, Junction True Value Hardware, McLendon Hardware, Morgan Electric & Plumbing, and Pacific Supply) during the month of October to see FlushStar and WaterSense toilets on display. The primary tactic will be a humorous TV spot, aired on broadcast and cable television. The TV ad will be supported by articles in utility newsletters, and print ads in non-English language newspapers.

CONTACT: Arece Hampton, (206) 733-9137

October FlushStar and WaterSense Toilet Promotion Underway

The SWP is raising customer awareness of FlushStar- and WaterSense-labeled toilets this



fall, to encourage customers to choose a quality water-efficient toilet. The TV spot began running October 3, and will run for two weeks, primarily on morning news, and on cable shows that appeal to home re-modelers. The strategy of the campaign is to encourage

customers to go into participating retailers (Aurora Plumbing, Home Depot, Junction True Value Hardware, McLendon Hardware, Morgan Electric & Plumbing, and Pacific Supply) during the month of October to see FlushStar and WaterSense toilets on display. In addition to raising awareness, the campaign aims to overcome the barrier of people thinking that efficient toilets don't work well, by asking retailers to provide toilet models on display that customers can test-flush. The TV ad will be supported by articles in utility newsletters, print ads in non-English language newspapers, and a media event coordinated by the Multifamily Toilet Rebate Program.

CONTACT: Arece Hampton, (206) 733-9137

Multi-Family Toilet Rebate Program Promotes WaterSense Toilets to Plumbers

Progress continues on plans for a media event to promote the new WaterSense program, which will eventually phase-out the FlushStar list SPU developed a few years ago. The media event will invite plumbers to come and 'test-drive' several models of WaterSense toilets. The goal is to increase plumbers' confidence in these new toilets, so that they recommend them more frequently to customers. Various local retailers are beginning to stock some of these qualifying toilets, and more advertising will take place through the end of the year.

*CONTACT: Billie Fisher, (206) 615-1282;
Arece Hampton (206) 733-9137*

RESIDENTIAL LANDSCAPE



Positive Results from Summer Watering Campaign

According to the Natural Lawn & Garden Hotline, contacts relating to the summer watering campaign

look promising. For example, in June of 2007, the Hotline received 81 contacts on automatic irrigation, a time during which articles ran in both SPU's Curb Waste & Conserve and At Your Service publications. That same month, there were 410 calls on manual irrigation, which coincided with a promotion relating to soil core probes that ran in SPU's Curb Waste & Conserve. Wholesale customers were invited to extend this offer to their own customers as well.

During July and August of 2007, the period of the Marianne Binetti radio ads, there were a total of 69 calls relating to automatic irrigation, and 46 relating to manual irrigation. This compares to a total of 33 and 15, respectively, during that same period in '06.

The high response on the soil core promotion in particular (customers were invited to contact the Hotline to enter a drawing for an unspecified number of free soil corers) suggests the attraction for items of value as a useful way to get our customers' attention

CONTACT: Nota Lucas (206) 684-5855

New Watering Leaflet

As covered in last month's update, this summer's radio campaign focused on educating our customers about the best way to water for plant health and efficient water use, i.e. to water deeply and less often. As a complement to this campaign, we have developed a flyer to educate customers about watering that is targeting nursery customers.

“Watering to Establish Your New Plants - for Healthy Roots and Better Drought Tolerance” will be distributed through the four nurseries we are partnering with on the Right Plant, Right Place campaign: Swansons, Molbak’s, Furney’s and Sky. We are hoping to expand the distribution of this flyer to other nurseries this next spring.
CONTACT: *Nota Lucas, (206) 684-5885*

Right Plant, Right Place Campaign Launched

The Right Plant/Right Place campaign is about half way through. As described in earlier updates, this campaign is a pilot with four nurseries – Swanson’s, Molbak’s, Furney’s and Sky - to see if we can use plant discounts of at least 25% provided by these nurseries to encourage customers to choose plants based on plant needs as opposed to just aesthetic factors. Nurseries have told SPU that customers are noticing the advertising and asking staff about the campaign. NW Cable News has expressed interest in reporting

on the campaign. SPU staff will meet with the pilot nurseries in November to debrief and look ahead toward opportunities in 2008.

CONTACT: *Liz Fikejs, (206) 615-0516*

More Contractors Participating; “Smart” Irrigation Controllers Becoming Popular

The popularity of "smart" (weather-based) controllers seems to be on the rise in the region. More customers are now applying for rebates on smart controllers than on less advanced conservation controllers (to date 73 rebate applications for smart controllers have been received, compared to only 55 for conservation controllers). This summer has also seen an increase in the number of contractors participating in the rebate program. As more contractors refer their customers to the rebates, rebate numbers should continue to climb.

CONTACT: *Allegra Abramo, (206) 233-5132*